

## QuickStart

<u>Click here</u> to quickly add to your record.

# My Imported Information

Go to my imported information archives

### View My Records

Visits (8)

Prepare summaries for my visits with care providers.

Conditions (12)

Medications (4)

Allergies (2)

Surgeries (3)

Immunizations (7)

Tests (54)

Coverage



#### **Automatic alerts**

This tool automatically scans for potentially harmful interactions among the medications, herbs, vitamins, and allergies entered in your files.

#### **Common Questions**

How can this tool benefit me?

How is my information kept private?

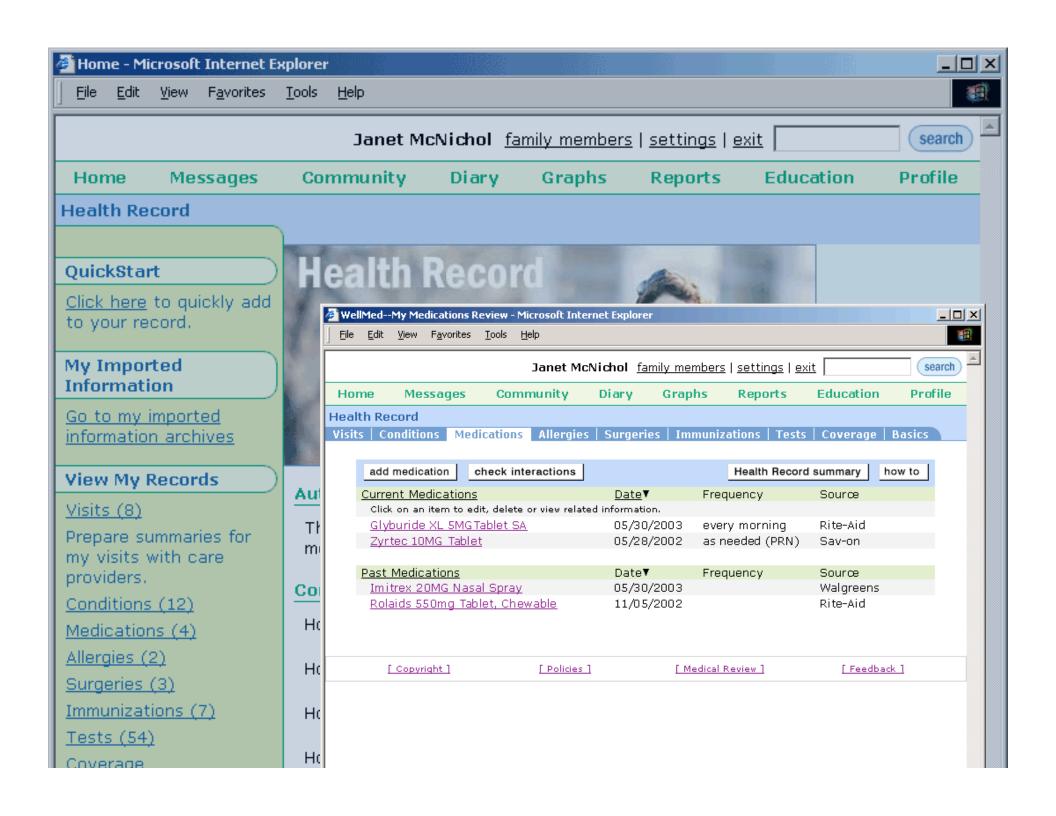
How can I print or fax my records?

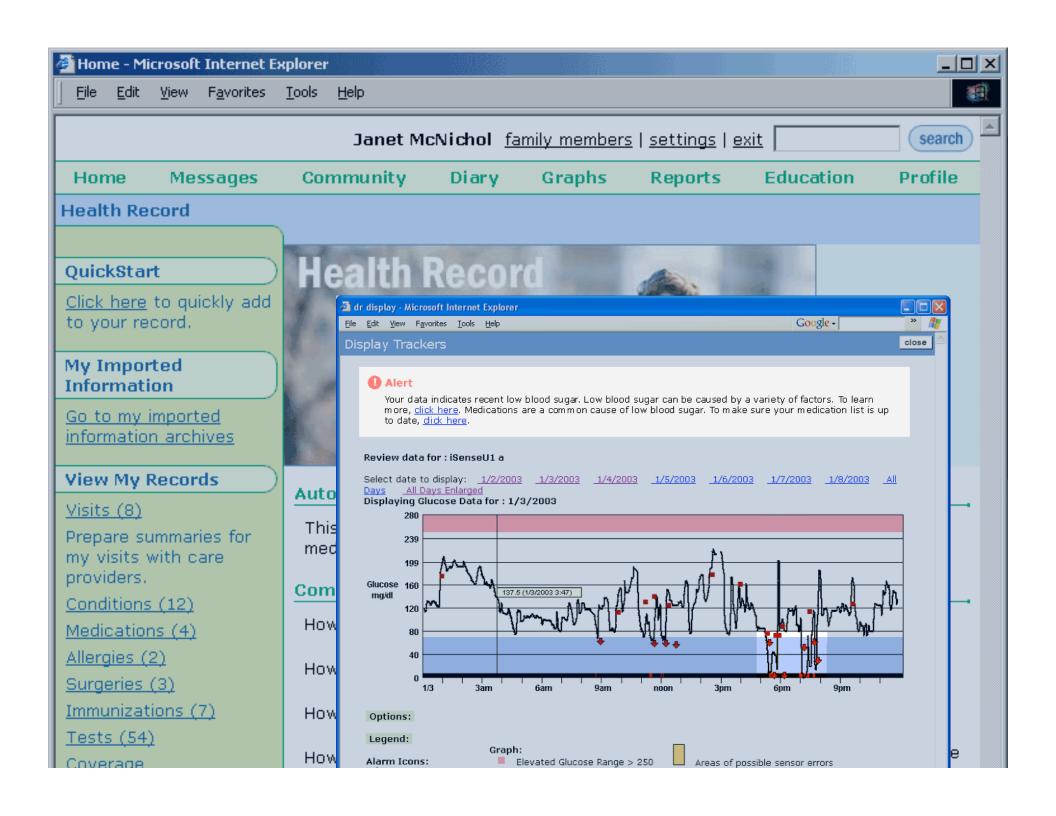
How may I view my past activities?

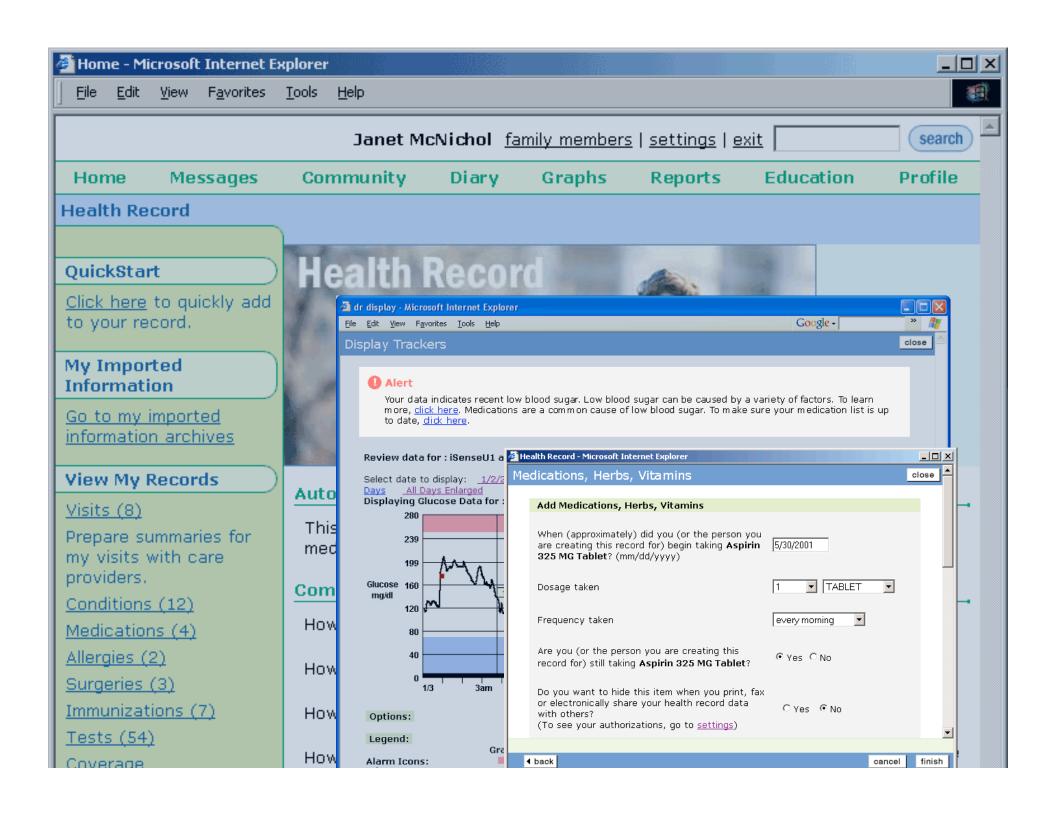
### Save money through mail order

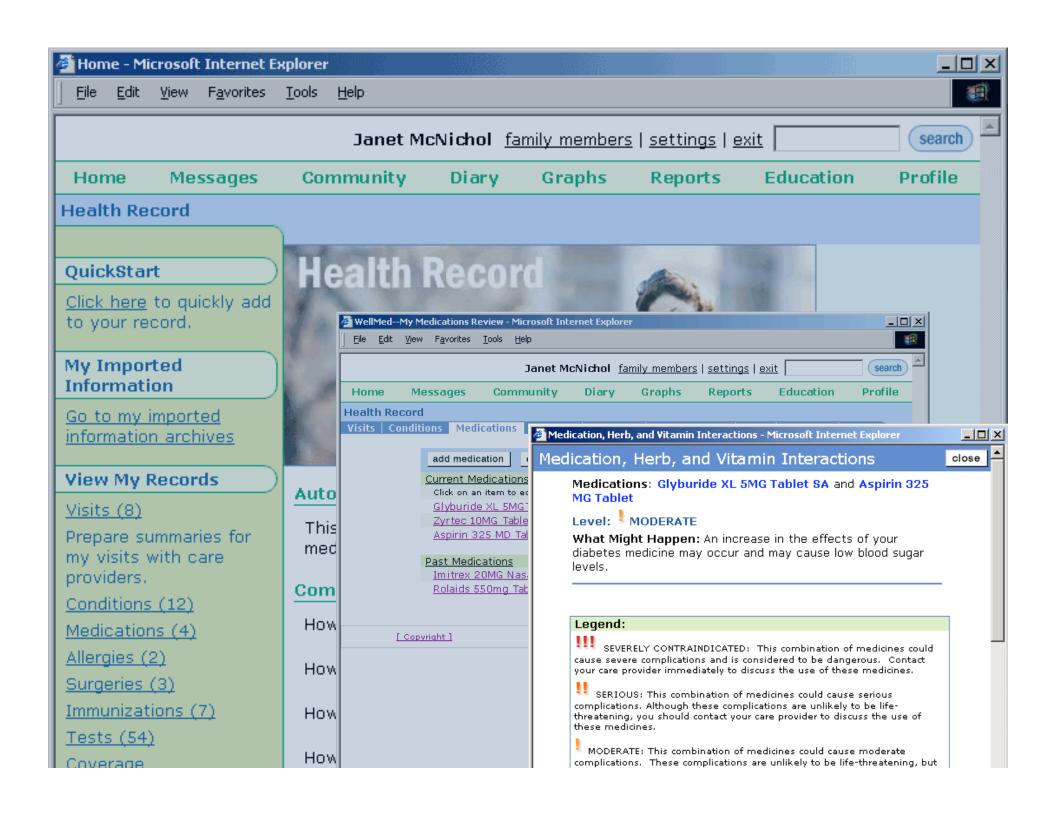
Did you know that you could **save 30%** of your annual copay fees by purchasing your prescriptions mail order instead of through a retail pharmacy?

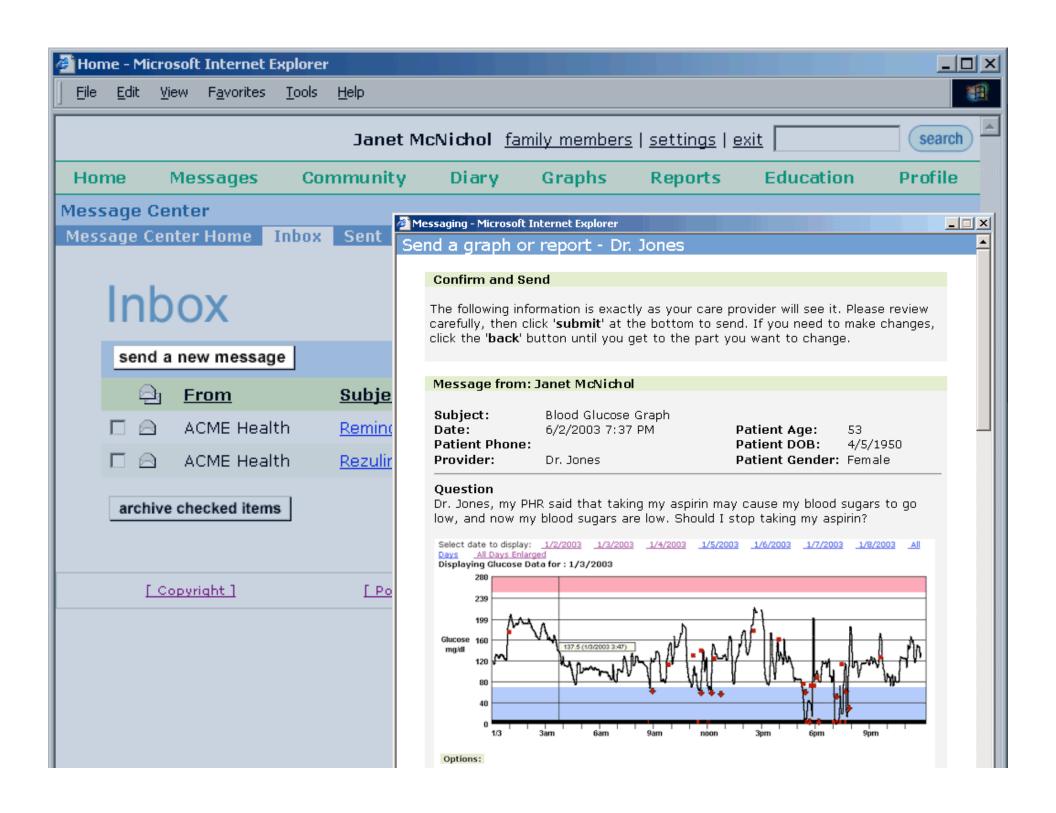
. Save time (no more tips to the

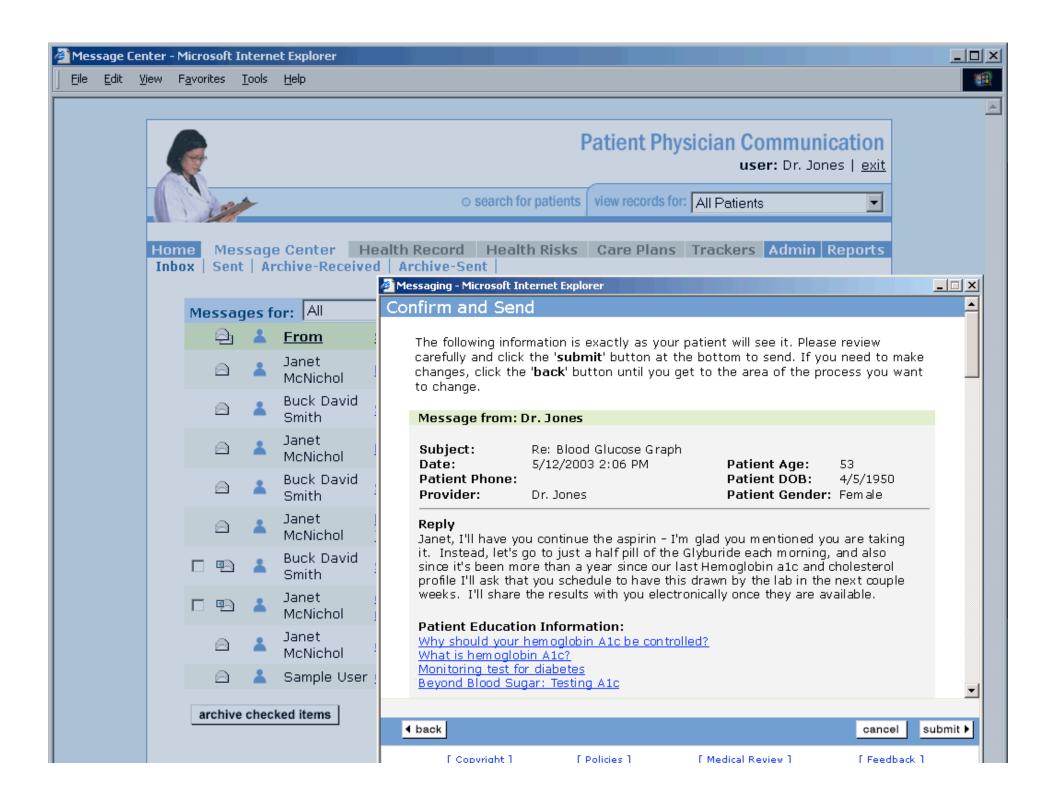


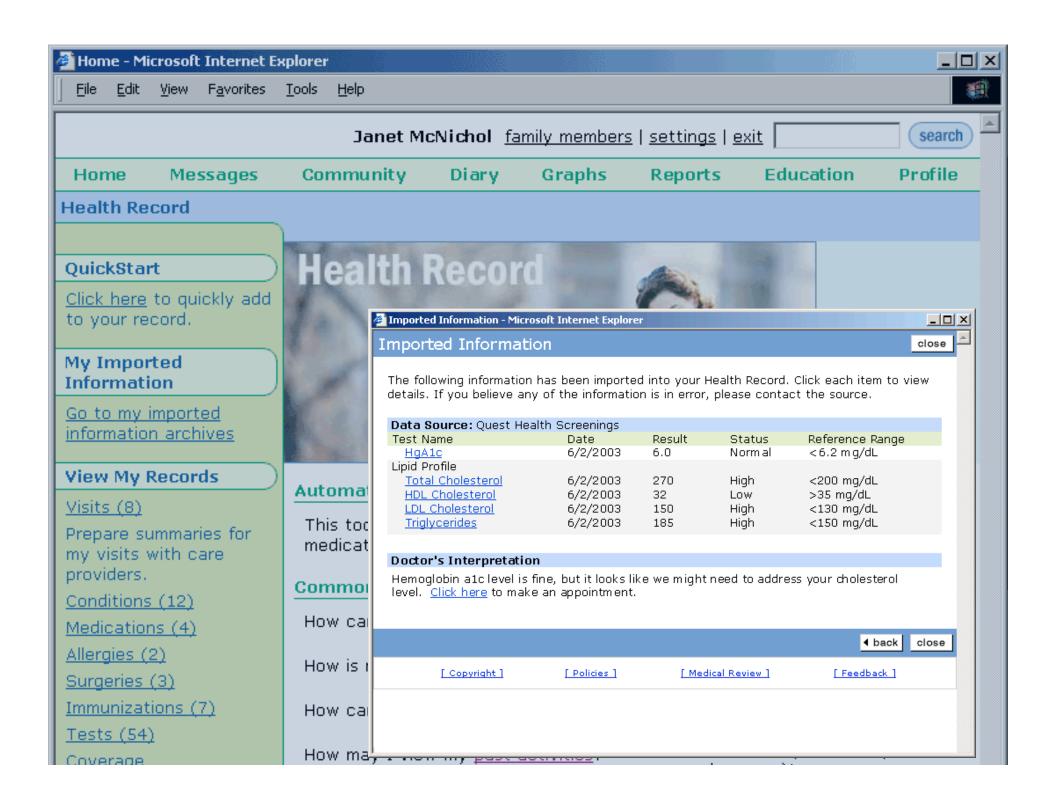












## And then what . . . ?

- ▶ In 2015:
  - Widespread health IT adoption
  - Interoperability
  - Personal health records
- ► And ...
  - "Smart homes"
  - Genetic testing
  - Personalized medicines
  - Consumer managed financing

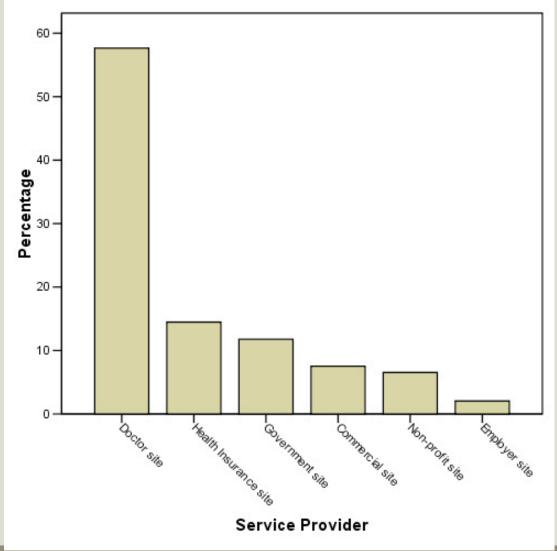
# Can consumers help get us there?

- Need for increased public understanding of the value of connectivity in healthcare
- CFH research has found low awareness of health IT issues ...
  - 50 percent to 75 percent of Americans have not thought about a more connected healthcare system
- But a high receptiveness toward specific services that health IT could offer
  - 75 percent want to email their doctor
  - 69 percent want to track immunizations and check the accuracy of their clinical chart

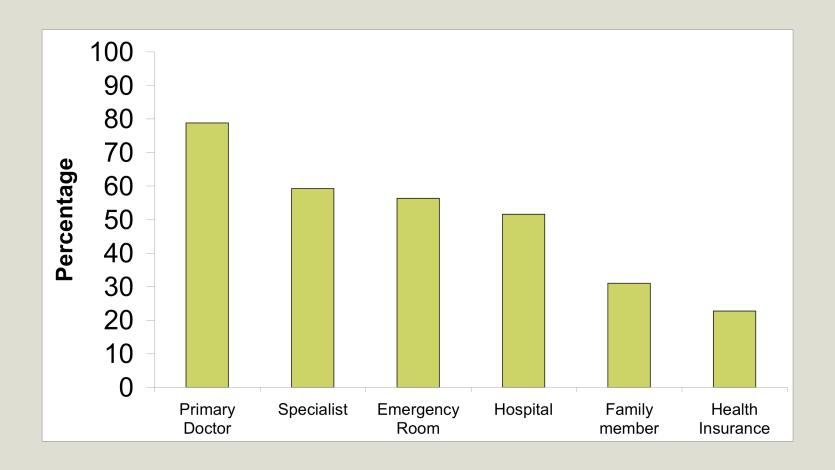
## What is the current mindset?

- Modest use of paper health records (40%)
- Extremely low use of electronic personal health records (2-5%)
- High percentage think they "should" (84%)
- Significant concern about privacy and security
  - Harris survey: 66-68%
  - FACCT survey: 91% "very concerned"
  - Strong desire to "control" who sees health information

Who would you trust the *most* with keeping your online medical record private and secure?

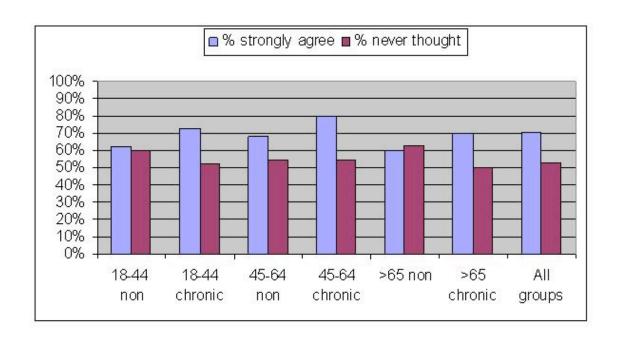


## % "very comfortable" allowing access to following entities of their online medical records

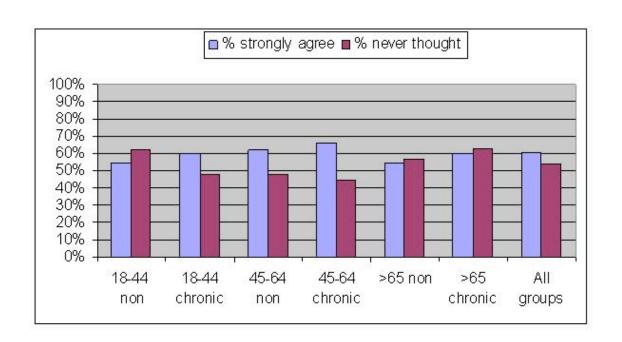


# Connecting for Health survey (2004; n=1750)

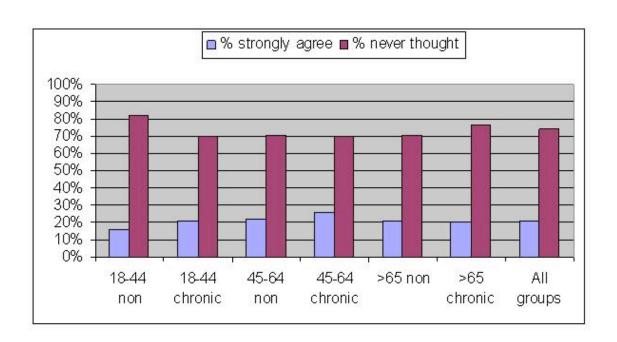
"In an emergency, getting my medical records quickly could mean the difference between life and death."



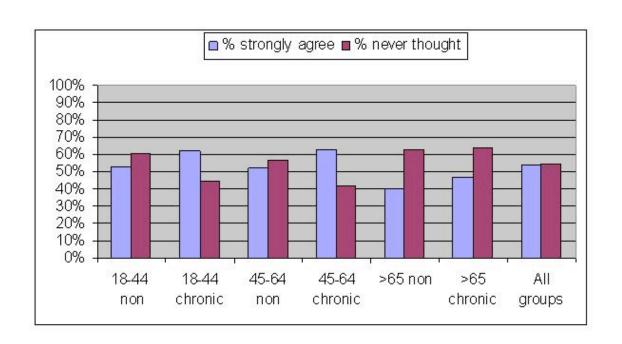
"It's my health information. I should have access to it anywhere, any time."

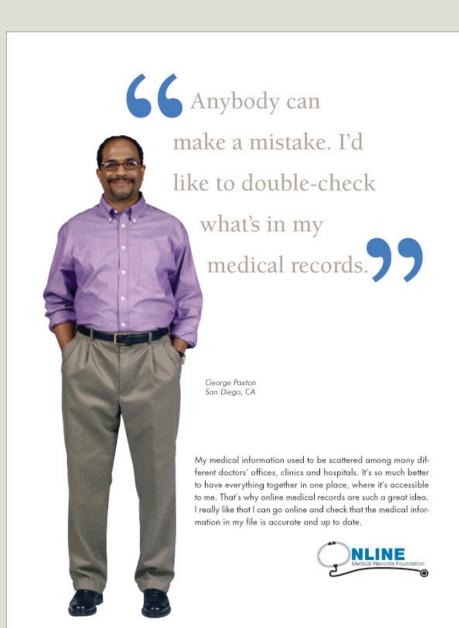


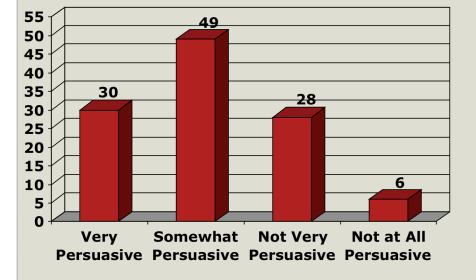
"I've often felt the health care system has all the power. Having my own online health record seems to even it out a little bit."

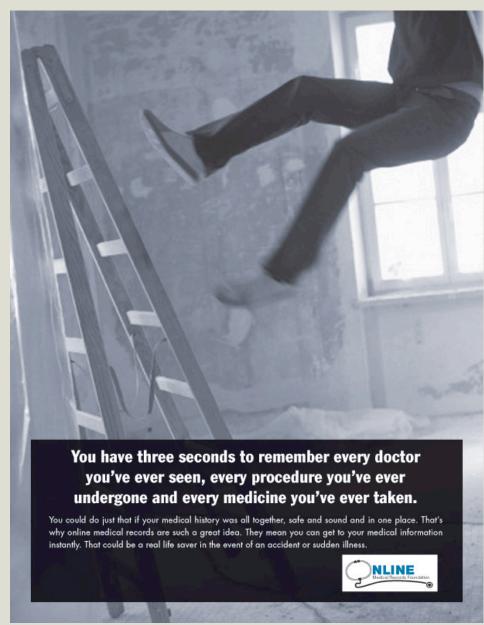


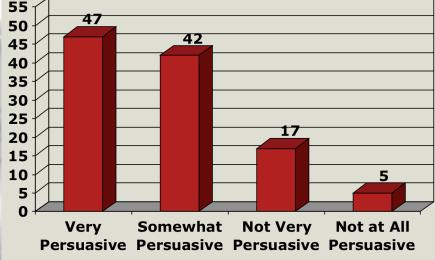
"Anybody can make a mistake. I'd like to double-check what's in my medical records."











# What works with consumers? Messaging conclusions

- Messages must be consistent and carefully constructed—not negative
- Messages must be mindful of privacy, while emphasizing convenience and utility
- Most receptive target populations are likely to be:
  - People with chronic conditions, taking multiple medications and people with more than 5 doctor visits a year
  - Patients and families younger than 45 who are more comfortable with computers
  - Those caring for an ill parent or spouse

## PHR event

- Personal Health Record Conference
- November 10 in Washington, DC
- Objectives:
  - Raise overall understanding of Personal Health Records and associated issues among consumer and policy audiences
  - Review and advocate for a consensus set of consumer and patient HIT design principles
  - Provide a forum for sharing research findings and emerging technologies



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